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NEW CLAIMS

(86)

1. Method for processing data obtained by the confrontation of respondents with visual stimuli, whereby the data represents the time during which the attention of a respondent was directed to a specific stimulus, characterised in that
- a) said stimuli are subdivided in at least two distinguished attention areas
- b) said data represent the time during which the attention of a respondent was directed to a specific attention area of a specific stimulus
- 10 c) the accumulated data received from a number of respondents and related to one specific stimulus are subdivided into sets of data each related to one of said attention areas of said one stimulus
- d) based on said sets of data it is determined how many respondents have paid attention to a specific one of said attention areas or to two of more of said specific areas,
- 15 e) that finely the results of the last-mentioned step d) are added in a predefined manner to obtain a total score for the respective stimulus.
2. Method according to claim 1, characterised in that each stimulus has three distinguished attention areas, i.e. a brand name or logo, image information and textual information.
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- A 3. Method according to claim 1 and 2, characterised in that in step d) it is determined how many respondents have paid attention only to the brand name or logo (result X), how many respondents have paid attention to the brand name or logo and to the image information (result Y), and how many respondents have paid attention to the brand name or logo and to the image information and to the textual information (result Z).
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- A 4. Method according to ^{claim 1} ~~one of the preceding claims~~, characterised in that in step e) the results from the previous step (X, Y, Z) are added after multiplying each result by a predetermined weighting factor (x, y, z) before being added ($xX + yY + zZ$) into the total score.
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5. ^A Method according to ^{claim 1} one of the preceding claims, characterised in that the
aforementioned results are expressed in percentages.
- ^A 6. Method according to ^{claim 1} any of the preceding claims, characterised in that in case the
5 time period the attention was paid to one of the attention areas is less than a
predetermined time value the respective data is removed from further processing.